

## **Middletown Convention Visitors & Business Bureau February 26, 2009**

**Attendees: Ann Mort, Eric Melbye, Fran Sack, Kent Bradshaw, Mark Hecquet, Linda Moorman, Dick Boyea, Nadine Begley, Maria Langendorf; Nancy Romero, Garrick Lebo, Dana Picard, Marie Edwards**

**Public Attendance: Sam Ashworth, Judy Gilleland, Ed Richter**

Ms. Mort called meeting to order at 8:35 a.m.

**Previous Minutes were unanimously approved: motioned by Ms. Sack; 2<sup>nd</sup> Mr. Bradshaw**

### **Old Business**

- Ms. Mort excused herself from the meeting to conduct old business. Mr. Boyea conducted the meeting and asked Mr. Ashworth to come as former chair and explain the old business of vote ratification.
- Mr. Ashworth explained a misunderstanding of a request for feedback via email regarding a Community Calendar Website that is administered by Ms. Mort. The request was written in the minutes as agreed to by email.
- Ms. Gilleland explained that Ms. Mort is not receiving any revenue for the Website.
- Mr. Ashworth also made the clarification that he did not resign from the CVB. His term was up and he decided not to serve again.
- Mr. Boyea called for a motion to ratify the previous proposal and pay for the website subscription used for the Community Calendar administered by Ms. Mort; 2<sup>nd</sup> Ms. Sack; unanimous
- Ms. Mort returned and took over the meeting to discuss the economic impact reports. There are some E.I. reports that have not been turned in.
- Ms. Mort and Ms. Begley will contact organizations that have not submitted an E.I. report.
- The Board asked to review.
- Ms. Romero suggested a rubric for the grant process, which posed the question: How can the rubric be fair?
- Ms. Mort suggested a rubric sub-committee consisting of: Ms. Romero, Mr. Bradshaw, Ms. Sack, Ms. Picard.
- The due date for the grants is Friday February 27<sup>th</sup> 2009. Ms. Edwards will send out grant packets.

- Ms. Mort explained the grant process, votes, and conflicts of interest pertaining to CVB Board members and event board membership.
- Mr. Bradshaw reported his draft of the new mission statement, passing out 2 samples of the statement. Everyone is to return ideas to him by the next meeting.

Ms. Mort discussed board terms; Mr. Melbye will be added to Kip Moore's unexpired term.

### **BCCVB Report**

Mr. Hecquet discussed the following:

The County Tourist Assessment

Butler County Review and Development Recommendations

Butler County's Visitor's Guide

Clark Schaffer year end numbers financial report

BCCVB has chosen "Choose your Butler County Adventure" as its campaign

2009 New Business Plan has been rolled out

March 26-27 FAME Tour

Ms. Sack discussed her disappointment with the Middletown Journal for the poor representation of Middletown on Tuesday.

### **New Business**

Discussion of Funds: \$120,000

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| <ul style="list-style-type: none"> <li>• Rainy Day Fund</li> <li>• Regional Advertising</li> <li>• Golf Cart Shuttle</li> <li>• Event Insurance</li> <li>• Public Address System</li> <li>• Electronic sign</li> </ul> | <ul style="list-style-type: none"> <li>• Permanent lights in Smith Park</li> <li>• Table Tents to advertise</li> <li>• Giveaways for Middletown Visitors</li> <li>• High School basketball museum</li> <li>• Signage-</li> <li>• Ann will send out list with \$ amounts</li> </ul> |
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Ms. Gilleland gave her thoughts and ideas for the funds:

- Bus Advertising
- Promotional Items; pens, buttons, etc.
- Improving Community image
- Downtown Coordinator Position; consider contributing from CVB Funds
  - a. Possible 2-3 year position
  - b. \$10,000-\$20,000 contribution
  - c. Salary is questionable
  - d. Would prefer that this person is not a employee of the City

Ms. Moorman suggested to vote at the next grant meeting for the Downtown Coordinator position.

Ms. Gilleland spoke of Regionalization and the benefits of the partnership with BCCVB. She also suggested inviting Warren County CVB to a meeting.

Ms. Picard motioned to adjourn the meeting; Mr. Boyea 2<sup>nd</sup>; unanimous

Meeting adjourned at 10:00 a.m.

The next meeting will be March 26<sup>th</sup> 2009 in conference room 2C at 4:30

DRAFT